



## **"Stepping Up to New Opportunities"**

*"The New Entrepreneurial Hope:  
Innovation, Empowerment and Passion"*  
- Mark Burowell

### **Course Content**

- Entrepreneurial Assets
- The Planning Process
- Building Your Enterprise Team
- Business Goals, Values and statements
- Market Analysis
- Marketing Methods
- Reaching your customers
- Building Your Image
- Human Resources
- Protecting Your Assets
- Operations

### **Content Continued**

- Technology & Communication Planning
  - Managing Business Stages
  - Personal Credit & Budgeting
  - Financial Concepts
  - Money for Your Business
  - Survival Tips
  - Resources
- Consultations**
- Individual consulting between participants and course facilitators will occur throughout the six-week program and beyond.



Rock County E-Hub is a collaborative effort between Southwest Wisconsin Workforce Development, the University of Wisconsin-Whitewater Small Business Development Center and the E-Hub organization.

### **Contact information for Rock County E-Hub**

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### **1. The Draft**

- A triage of entrepreneurial traits, backgrounds and abilities

### **2. Kick-off**

- An orientation to candidates of the program
- Assessment of entrepreneurial assets - "Fit Gap"

### **3. Huddle**

- Are you developing your concept and idea?
- Are you ready to launch a business?
- Do you need to reboot your existing business?

*A one-on-one coaching of business feasibility and personal SWOT analysis (Strengths, Weaknesses, Opportunities, Threats)*

### **4. On the Field**

- The "Stepping Up to New Opportunities" Series

*Classes that offer real life business knowledge and concepts from a cast of entrepreneurs and business professionals.*

### **5. Game Plan**

- Tackling the components of completing a successful business plan

### **6. Touchdown**

- Preparing businesses to score their successful launch

### **7. Field Goal**

- Understanding as an employee how to work in a micro-enterprise environment

### **8. Chalk Talks**

- Resources and support for continued success

### **9. Leader Groups**

- Alumni, peer-to-peer "Cupiding" (connecting) opportunities

## **Rock County 2010**

### **"Stepping Up to New Opportunities" Series**

#### **Six weeks of classes**

#### **Two locations:**

**Beloit and Janesville**

#### **2010 Winter Session**

**February - March**

#### **2010 Spring Session**

**April - May**

